



MACOMB REGIONAL
Procurement Technical
Assistance Center
MACOMB COMMUNITY COLLEGE

Discover. Connect. Advance.™



OUR GOVERNMENT CONTRACTING EXPERTISE IS YOUR COMPETITIVE EDGE.

Federal Government Contracting 101

TACOM LCMC Small Business Fair 2014

June 11th, 2014

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What is a PTAC?

Funded by the Department of Defense & the Michigan Economic Development Corporation (MEDC)/Defense Contract Coordination Center (DC3) to educate small businesses regarding government contracting

- One-on-one counseling regarding federal, state and local opportunities
- Troubleshooting
- Price History Reports
- Specifications & Standards
- Training Events & Seminars
- Bid Match
- Agency Matches
- Solicitation Review & Proposal/Bid Preparation

Most of these services are free of charge!




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Agenda


- Initial Considerations
- Getting Registered – Your First Step
- Small Business Programs
- Finding Opportunities
- Contract Preparation & Administration
- Resources for Government Contractors
- Checklist

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Initial Considerations

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Contracts vs. Grants

- A contract is a legally binding document in which the parties make promises to deliver a product or service in exchange for payment.
- A grant is when one party grants funds to another party to do something, in reasonable hopes that the task can be accomplished.

Why Sell to the Federal Government?

Statistics FY 2012

- **\$537 billion**
 - *Total federal purchases of goods/services*
- **\$89.9 billion (22.25%)**
 - *Total Federal purchases of goods/services awarded to small businesses*

Information obtained from:


<http://www.usaspending.gov> and <http://www.fedspending.org>

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Who Should Sell to the Government?

Companies that:


- Have an identifiable product/service
- Are successful/stable
- Desire market expansion
- Have computer and internet capability/access
- Possess the resources to dedicate time and effort
- Have their entire team or company on board
- **Have the ability to devote sufficient time and effort**

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Getting Registered

- ☐ Obtain Duns Number
- ☐ Register and Certify in SAM
- ☐ Determine Product/Service Classification
- ☐ Register in Dynamic Small Business Search

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Obtain a DUNS Number

DUN & Bradstreet


- You need this number to register with the System for Award Management (SAM)
- To obtain a Duns number:
 - Call DUNs & Bradstreet at (866) 705-5711
 - Or register on website at:
<http://fedgov.dnb.com/webform/displayHomePage.do>
- **Note: There is no charge for obtaining this number**

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System for Award Management (SAM)

- **Required to do business with the federal government or receive a contract award**
- **What it does do:**
 - Assigns Commercial and Government Entity (CAGE) Code
 - Allows you to get paid (Electronic Funds Transfer)
 - Links to Dynamic Small Business Search
 - Allows you to manage your Representations and Certifications
- **What it doesn't do:**
 - Sign you up to receive procurement opportunities
- **What you need to do:**
 - Update your profile annually (once initially registered)
- **What you need to be aware of:**
 - Spam




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However, before you dive into SAM...

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Classifying Products /Services

- **Industry Product/Service Classification Codes**
 - North American Industry Classification System (NAICS)
 - Standard used by Federal agencies in classifying business establishments and their capabilities

Example: 332710 (Machine Shops)

541512 (Computer Systems Design Services)

812112 (Beauty Salons?)

The list goes on...

To look up NAICS codes, go to:

<http://www.census.gov/eos/www/naics/>

SBA Dynamic Small Business Search (DSBS)


- Links within SAM registration
 - Recommend completing SAM first then going back to complete DSBS profile
- Opportunity to provide more visibility, marketing, and company information for primes and agencies
- Utilized by federal procurement representatives to research available small businesses
- To search DSBS (not create/update your profile):
<http://dsbs.sba.gov/>

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Small Business Programs & Opportunities

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SBA Government-Wide Procurement

Small Business Act states that ***all*** small businesses shall have the opportunity to participate in **providing goods and services to the government.**

To ensure that small businesses get their fair share, the **SBA** negotiates procurement **preferences** with each **federal agency.**


Those requirements are also passed on to **prime contractors through their subcontracting plans.**

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What Defines a Small Business?


- For profit
- Place of business within the U.S.
- Operates primarily within the U.S. or makes a significant contribution to the U.S. economy (taxes or use of American products, materials or labor)
- Falls within the size standard for small business in its industry:
www.sba.gov/content/table-small-business-size-standards
 - Based on **average annual receipts - or - average number of employees**
 - For example:
 - 500 employees for most manufacturing and mining industries
 - 100 employees for all wholesale trade industries
 - \$7 million for most retail and service industries
 - \$33.5 million for most general & heavy construction industries
 - \$0.75 million for most agricultural industries
- Self certify (SAM registration)
- **The good news: 23% set-aside goal for Federal agencies**

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Small Business Programs: 8(a) and Small Disadvantaged Business

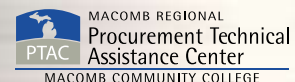
- For companies owned and controlled by socially and economically disadvantaged individuals
 - **8(a) Business Development Certification Program**
 - Formal certification with Small Business Administration (SBA)
 - Based on socio-economic eligibility requirements
 - Provides business development support (mentoring, procurement assistance, business counseling, etc.)
 - **3% set-aside goal with potential sole source opportunities**
 - www.sba.gov/content/8a-business-development
 - **Small Disadvantaged Business (SDB)**
 - Self-Certify (SAM registration)
 - Like 8(a), based on socio-economic eligibility requirements
 - **5% goal (not set-aside)**
 - www.sba.gov/content/disadvantaged-businesses

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Small Business Programs: HUBZone

- **Historically Underutilized Business Zone (HUBZone)**
 - Formal certification with SBA
 - Focuses on communities with low income or high unemployment
 - Requisites
 - Principal office located in a HUBZone
 - Company owned and controlled by one or more U.S. citizens
 - At least 35% of the company's employees must be HUBZone residents
 - **3% Set-aside goal with potential sole source opportunities and 10% price evaluation preference for full and open contract competitions**
 - **www.sba.gov/hubzone**

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Small Business Programs: Women-Owned

- **Women-Owned Small Business (WOSB)**
 - Self-certify (SAM registration)
 - Requisites
 - At least **51% owned** and **operated** by one or more women
 - Fall within at least one of 83 industries (NAICS codes) in which WOSB are under-represented
- **Economically Disadvantaged Women-Owned Small Business (EDWOSB)**
 - Same requisites as WOSB, to also include:
 - Personal net worth less than \$750,000
 - Personal income less than \$350,000
 - Fair market value of all assets less than \$6 million
- **5% set-aside goal**
- www.sba.gov/content/contracting-opportunities-women-owned-small-businesses

Small Business Programs: Service-Disabled Veteran-Owned


- **Service-Disabled Veteran-Owned Small Business (SDVOSB)**
 - Self-certify (SAM registration)
 - Formal certification with Center for Veterans Enterprise (CVE) if selling to the Veterans Administration (VA)
 - www.vip.vetbiz.gov/
 - Requisites
 - Service-connected disability determined by Department of Veterans Affairs or Department of Defense
 - At least **51% owned** and **operated** by one or more service-disabled veterans (SDV)
 - SDV must hold highest officer position
- **3% set-aside goal with potential sole source opportunities**

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Summary: Set-Asides and Goals

Set asides

23% Small Businesses

5% Women-Owned Small Businesses (within given 83 NAICS codes)

3% 8(a) Set-asides

3% Service Disabled Veteran-Owned Small Businesses (SDVOB)

3% HUB Zone Businesses

Goals (Encouraged)

5% Small Disadvantaged Businesses (SDB)

Best Effort

Veteran Owned


To monitor an agency's Goals and Achievements:
www.sba.gov/aboutsba/sbaprograms/goals/index.html

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Small Business Opportunities: Subcontracting

- **Helping small businesses get a piece of the pie**
 - Consider if not “ready” to work direct with government
 - Prime contracts over \$650,000 require a subcontracting plan
 - Prime contracts over \$1.5 million for construction require a subcontracting plan
 - Small businesses are not required to create subcontracting plans

Department of Defense Subcontracting Directory:

www.acq.osd.mil/osbp/doing_business/Subcontracting_Directory_0908.pdf

SBA Subcontracting Directory:

www.sba.gov/aboutsba/sbaprograms/gc/contacts/gc_subcontracts_opportunities.html

Small Business Opportunities: Subcontracting

- **Building the prime-subcontractor relationship**
 - Research which primes may need *your* product or service
 - Go to their website, learn about them, register as a vendor with them (if possible)
 - Market to them, let them know *they* need YOU
 - Become a vendor of prime contractors by filling out prime contractor vendor registrations (usually on their web site)
 - SUB-Net
web.sba.gov/subnet/search/dsp_search_option.cfm or
Google “SBA Sub-Net” (usually construction contracts)

Finding Opportunities

Solicitations, Bids, Purchases

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What Does the Government Buy?

Air Force at Scott AFB, IL, seeks a small business to provide a keyboardist.

NAICS Code: 711130



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Contract Purchasing Guidelines

Credit Card Card holder's purchasing power is determined by their level of authority.  	\$3,000 to \$25,000 Agencies must solicit competitive quotes (non credit card purchases, ex: DIBBS/BSM)
Greater than \$25,000 Must be advertised on fedbizopps.gov	Greater than \$650,000 (or greater than \$1,500,000 for construction) Subcontracting Opportunities with Primes

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Federal Business Opportunities


- **Government-Wide Point of Entry (GPE) for federal procurement**
- **Go there to view and/or respond to:**
 - Solicitations
 - Presolicitations
 - Amendments/Modifications/Cancellations
 - Awards
 - Requests for Information (RFIs)
 - Information deemed necessary by the contracting officer (i.e. Sources Sought Notices)
- **Use as a market research tool**
- **www.fbo.gov**

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Types of Solicitations

Request for Quotation (RFQ)

Smaller and simpler purchases.
Tend to be evaluated on price
and technical acceptability alone.

Request for Proposal (RFP)

Products or services

Negotiate pricing,
specific terms &
conditions, technical
requirements, delivery
schedules, etc.

Evaluated on price, value
added and past performance,
as well as other factors. Best-
Value Process used, lowest bid
does not always receive
Award (this is good news).

Invitation to Bid (ITBs)

Non-commercial supply
or service that exceeds the
\$150,000 simplified
acquisition threshold.

Contracting officer
decides which bid is most
advantageous to
government – lowest bid
does not always receive
Award (again, good news).



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Sole Source Contracts

43--Brand Name Only. Lakos Model #JSK-0085-V/FL Centrifugal-Action Separator

General Information

Document Type: Sources Sought Notice
Solicitation Number: W9127S08T0015
Posted Date: Nov 19, 2008
Original Response Date: Nov 26, 2008
Current Response Date: Nov 26, 2008

Contracting Office Address: USACE Little Rock District, 700 West Capitol, Little Rock, AR 72201


Description: The Little Rock District, Corps of Engineers is seeking sources for Brand Name Lakos Separator Filtration Pumps. **It is the governments intent to award as a Sole Source to the authorized Lakos dealer Condit Company, 7895 Stage Hills Blvd, Suite 101, Bartlett, TN 38133. If other available sources are eligible to quote, your response is requested by 26 November 2008.** Contact Juanita Granger, Purchasing Agent at nita.a.granger@usace.army.mil.

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Tips When Reviewing Solicitations


- **Read the solicitation carefully – Read it again!**
- Know your market for pricing.
- Obtain a procurement history report from PTAC or agency – if available.
- Who was awarded the contract previously?
- Attend pre-bid meeting and/or walk-through (construction and service contracts)
- Get clarification of ambiguities or mistakes in the bid package from the contracting officer.
- Consider costs for: packaging, shipping, marking, RFID, delivery, overhead, material, labor, transportation, travel
- Direct questions to contracting officer (with careful consideration)
- **Read the solicitation, one more time**
- **Contact the PTAC for assistance/advice**

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Marketing Strategies

Government Contracting *is* Business

- Agency match/search and Agency web sites
- Agency forecasts
- Competitor searches
- Attend conferences and seminars
 - PTAC events/seminars <http://www.ptacsofmichigan.org>
 - SADBUs Office conferences/seminars
- Network
 - Contracting associations:
 - Association of United States Army (AUSA) <http://www.ausa.org/>
 - National Contract Management Association (NCMA) <http://www.ncmahq.org/> or <http://intranet.ncmahq.org/detroit/default.aspx>
 - National Defense Industry Association (NDIA) <http://www.ndia.org/> or <http://www.ndia-mich.org/>
 - Society of American Military Engineers (SAME) <http://www.same.org> or <http://www.same-DETROIT.org>

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The DLA Buying Centers


- Procures, manages, stores, and distributes 4.1 million items for U.S. military customers, other U.S. federal agencies, and allied forces throughout the world.
 - Doing business with the DLA
 - Overview for vendors
 - DIBBS registration
 - Training
 - Resources
 - Small Business Office (SBO) contacts
 - www.dla.mil/SMALLBUSINESS/Pages/DoingBusinesswithDLA.aspx

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Department of the Army

TACOM Life Cycle Management Command (TACOM LCMC)


- **Weapon systems research, development, and sustainment organization**
- **TACOM Procurement Network (ProcNet)**
 - Solicitations are issue from seven different locations:
 - Anniston Army Depot, AL
 - Sierra Army Depot, CA
 - TACOM Picatinny, NJ
 - Red River Army Depot, TX
 - TACOM Rock Island, IL
 - **TACOM Warren, MI**
 - Watervliet Arsenal, NY
 - <https://contracting.tacom.army.mil/>
- **TACOM Small Business Office**
 - <https://contracting.tacom.army.mil/sbo/sbo.htm>

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General Services Administration (GSA)

- **GSA is the contract source for billions of dollars worth of commercial products and services for federal agencies.**
 - Government-wide indefinite-delivery indefinite-quantity (IDIQ) contract vehicle
 - Many products/services sold via GSA Multiple Award Schedule (MAS) program
 - Orders placed directly to vendor via GSA Advantage Website
 - https://www.gsaadvantage.gov/advantage/main/start_page.do
 - Vendor obtains a GSA *Schedule* to be a GSA “vendor” *prior* to any sales
- **GSA Vendor Portal :** <http://www.gsa.gov/portal/category/100635>
 - Vendor Toolbox

Contract Preparation & Administration

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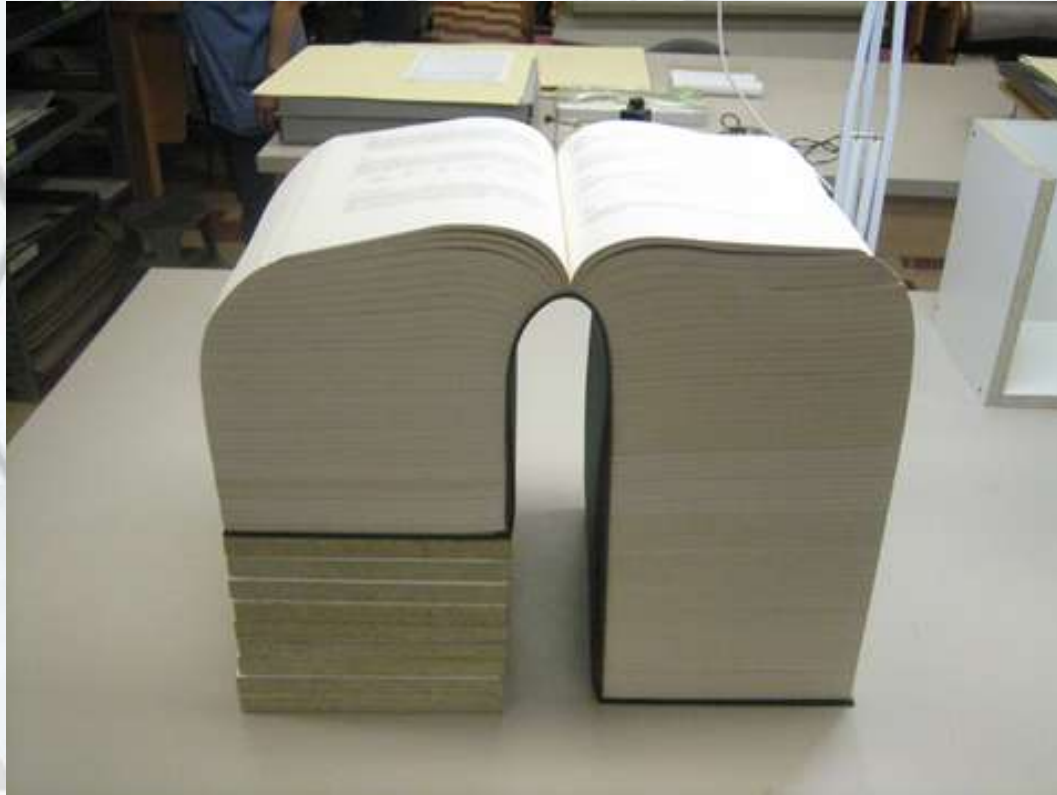


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Federal Acquisition Regulations (FAR)




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Federal Acquisition Regulations (FAR)


- The Federal Acquisition Regulations System is established for the codification and publication of uniform policies and procedures for acquisition by all executive agencies.
 - In addition to FAR, each agency has regulatory supplement
- Do you have to read all 2,000+ pages to be deemed a responsible federal contractor?
 - General guidance: Be familiar with and understand the FAR clauses in your representations and certifications (SAM), solicitations and contracts
 - Cannot afford to ignore the “small print”
 - **Good news:** much is boiler plate – the more you are exposed to the FAR clauses pertinent to your type of work the more familiar you will become
- <http://farsite.hill.af.mil/>

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Factors for Contract Award

- Is the bidder responsive?
 - Did the bidder provide all information requested?
 - Did the bidder respond to all sections requiring a response?
 - Did the bidder submit a sample, if requested?
 - Did the bidder acknowledge amendments?
 - Did the bidder submit their bid on time?




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Factors for Contract Award

- Is the bidder responsible?
 - Let's consult the FAR (9.104-1)
 - a) Adequate financial resources
 - b) Can comply with proposed delivery or performance schedule
 - c) Satisfactory performance record
 - d) Satisfactory record of integrity and business ethics
 - e) Bidder has necessary organization, experience, accounting and operational controls, and technical skills (or ability to obtain them)
 - f) Bidder has necessary production, construction, and technical equipment and facilities (or ability to obtain them)
 - g) Otherwise qualified and eligible under applicable laws and regulations

Payment

- **SAM registration is required**
- **Wide Area WorkFlow (WAWF)** – supports DoD efforts to reduce unmatched disbursements in the DoD receipt, acceptance, entitlement, and payment process <https://wawftraining.eb.mil/>
- **Prompt Payment** – ([FAR Subpart 32.9](#)) The due date for the Government to make an invoice payment is the 30th day after the designated billing office receives a proper invoice from the contractor.

Resources for Government Contractors

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If You are not Awarded the Contract

- **Timeliness is Imperative**
- **Debriefing**
 - According to [FAR 15.506](#) contact the contracting officer within 3 days
- **Bid Protest (if appropriate)**
 - Improper award
 - May happen at three different levels
 - Agency
 - Government Accountability Office (GAO)
 - U.S. Court of Federal Claims

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If You are Awarded the Contract

- **Timeliness is Imperative**
- **Debriefing**
 - According to [FAR 15.506](#) contact the contracting officer within 3 days
 - You have the award, but there are still things to learn

Freedom of Information Act (FOIA)


- **The goal:** transparency in federal procurement and acquisitions
- **FOIA Request**
 - Use as a research tool
 - An agency has **20 working days** to respond to a FOIA request, and additional time to provide the requested documents
 - An agency may charge for responding to the FOIA request
 - To make a FOIA request, contact the FOIA office at the particular agency where the information resides (each agency may have a different process)

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Current Events/News


- **Staying informed is essential**
 - Armed Forces Journal <http://www.afji.com/>
 - Defense News <http://www.defensenews.com/>
 - Global Security <http://www.globalsecurity.org>
 - Federal Computer Week <http://www.fcw.com>
 - Federal Times <http://www.federaltimes.com/>
 - Government Executive <http://www.govexec.com>
 - Government Computer News <http://www.gcn.com>
 - Government Technology <http://www.govtech.net>
 - National Journal <http://www.nationaljournal.com/njonline/>
 - Washington Technology <http://www.wtonline.com>
 - Washington Post <http://www.washingtonpost.com>

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Checklist...


1. Obtain DUNS Number
2. Identify commodity codes
3. Register in SAM
4. Complete SBA DSBS profile
5. Perform market research
6. Search for opportunities
7. Bid
8. Debrief

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Questions?




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PTAC Contact Information

For more information on today's presentation or to schedule an appointment, please contact:



[Macomb Regional PTAC](#)

[586-498-4122](tel:586-498-4122)

www.macomb.edu/PTAC

www.ptacsofmichigan.org


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